Welcome

March 4, 2016

18F In partnership with Deloitte & Touche LLP

Welcome from John Cassidy – 5 min

Workshop agenda

1 Introductions

2 User research summary

3 Outcomes workshop

4 Abandoned Mine Land visualizations

Everyone in the room introduce themselves in 1 sentence.

Scope and goals

- Focus on USEITI data website and online report

- Put ourselves in users' shoes

- Develop a shared definition of success for the site

- Assume best intentions

- Open questions are okay

John will cover much of this in his intro/welcome

– Introduce "open questions" area for threads of discussion that are out of scope for today's conversation
– If needed, we'll put notes in the "open questions" area to follow up and discuss later
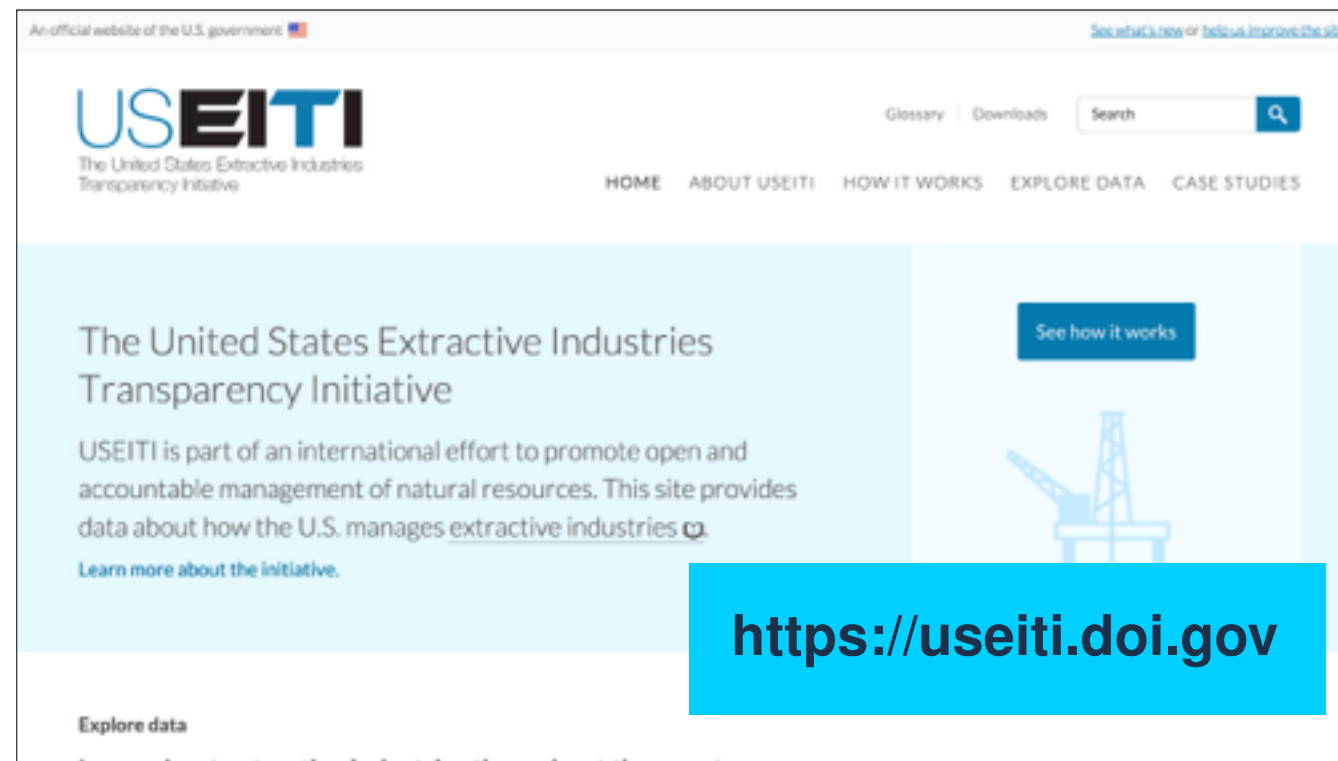
Focus of today's conversation is the site (https://useiti.doi.gov), which holds the USEITI report and data.

Where we are now:

Problem statement

GOALS

- Increase transparency and dialogue
- Increase trust between natural resource sectors
- Meet the requirements of the international EITI standard in a modern way

QUESTIONS

- Are we engaging audiences?
- What does it look like to inspire dialogue?
- Are users understanding the information?
- Who is the site for?

RISKS

- Not reaching target audiences
- Not offering what users are interested in
- Confusion or misunderstanding because of complexity

This problem statement has been a set of hypothesis we're working with — this may get revised based on today's workshop!

Workshop agenda

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Introductions	User research summary	Outcomes workshop	Abandoned Mine Land visualizations

We did 2 kinds of user research: broad user interviews and usability testing.

User research

- Talk to people who fall into our target audiences
- Understand users' current patterns
- Validate what we think we know about our users
- 7 people unfamiliar with USEITI

- 4 people in Arizona, Wyoming and Alaska who work in journalism
- 3 people in California, Arizona and Alaska who are expert data users
- 1 person who is a concerned citizen in a southern Illinois community

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This round of user interviews started in Jan 2016

    – we focused mostly on journalists and expert data users
    – may need further research about concerned citizens in future research (this summary doesn't cover much from the interview with 1 concerned citizen)

Our main three personas we identified when we started the project — today we're focusing on data users + journalists, because that's who we talked to.

Journalists:

– We asked about how journalists find stories and decide if something is interesting and worth writing about
– We asked what kinds of sources they trust and what they want out of data

Advanced data users:

– More interested in the more obscure datasets

Quotes coming up are representative of some of the big themes we heard...

"I don't think there's any such thing as too much information about these industries."

Good news!

"The one thing that is important, working as a journalist, is that other data beyond revenue or financial data is really important to the stories — transparency around contracts, lease terms, and terms and commitments for the company and government."

Journalists are interested in the details of agreements.

"Because that's where the interesting things are, right? Is the county getting a benefit for the spend?"

Local focus, especially for journalists — they need to connect things back to their communities.

"I usually try to go to [state] government sources because I can't necessarily trust industry or nonprofit data."

Even if the data is the same, journalists and researchers prefer government data over nonprofit or industry data.

"**Because we're always so pressed for time, reading through tons of text is bad**."

Journalists and advanced data users like to use search and often know what kinds of things they're looking for — unlikely to read very long narratives.

Usability testing

- 20+ people unfamiliar with USEITI
- All over the country
- Various stages of the site development
- Primarily desktop, a few mobile
- Mostly tech-literate

- Watch people use the site
- Find out what works well
- See where people get lost or stuck
- Observe reactions

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We started this research in Oct 2015:

– beginning with paper prototypes
– most recent round of usability testing worked with the new site
– mostly on desktop

"Right off the bat, I can't tell if this is a government site or a corporate site."

This quote came from our very early usability testing on paper prototypes — users were confused about who was behind the site.

Other notes from early tests:

– "Initiative" was a confusing word for several users
– "Civil society" was a confusing term for many people
– "Natural resources" was unclear, particularly as a navigation item
– People expressed relief and comprehension when they saw familiar words like "oil," "gas," etc.
– Users consistently look for the who behind the site — they expect it to be biased based on who created it.

"**The site is for the public, to give them access to info that isn't easily accessible.**"

After that initial testing, we revised the site

– Users were less confused about who's behind the site
– Understand that it's for the public

> **"I know where I can find that out...the glossary!"**

The glossary tests well — users like definitions.

"It might be kinda nice to have [production and revenue] side by side for each state**. I don't know why you would be interested in production without revenue."**

Users want to see the connections between different datasets.

"This is a lot of information that's making me feel stupid."

Some users are very overwhelmed by the content.

"**Citizenship-wise**, I don't see what I should make of these [numbers]."

Users aren't sure what to do with the information.

- Risk of misunderstanding takeaways because of unfamiliar terminology or missing context

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Say you're going to a new restaurant tonight.

What are your hopes and fears for this meal?

1 minute: GO!

5 min

Exercise 1:

Say we built a website about
USEITI data.

**What are your hopes and
fears for this website?**

5 minutes: GO!

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30 min

Exercise 1:

Tell us about your stickies as you put them up.

If someone has already put up a similar one, you can group them.

Exercise 2:

Say we built a website about USEITI data.

Based on the research, what do users say they want from this website?

How should we group these? Move stickies or add names to groups.

Did we miss anything? Add a sticky!

8 minutes: GO!

Break!

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10 min

Exercise 3:

Now let's turn these groupings into things we can measure and work toward.

30 min

Exercise 3:

I believe that going to McDonald's for dinner

will result in a satisfied appetite within my budget.

I will know I am right when I am full and have spent less than $10.

Exercise 3:

We believe that…

will result in…

We will know we are right when…

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Write these three things on whiteboards!

– Stickies/groupings may sort into any one of these statements

We decided to extend the outcomes workshop, in part because several key players for discussing the AML visualizations needed to leave early.

Thanks!